MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

DEN 5048 – EFFECTIVE COMMUNICATION SKILLS

(All sections / groups)

6 MARCH 2017
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question Paper consists of **six** pages.
2. Answer **ALL** questions in **Sections A, B** and **C**.
3. Write all your answers in the Answer Booklet provided.

SECTION A [30 MARKS]
Question I: Multiple-Choice Questions (5 marks)

Instructions: Read each question and choose the **BEST** answer.

1. Alan is delivering a presentation to a group of potential clients. Half way through his presentation, he feels uncomfortable and nervous as he realises that he is not using the correct file of slides. This problem to communication is an example of _____ noise.
   A. social
   B. physical
   C. technical
   D. psychological

2. Effective communication is a two-way process, perhaps best expressed as a cycle. The main elements of any given communication are _____.
   I. relay
   II. sender
   III. message
   IV. feedback

   A. I, II & III
   B. I, III & IV
   C. II, III & IV
   D. All of the above

3. When a person often has negative thoughts and loves to compare himself to others, he is known to have problems with _____.
   A. honesty
   B. rationality
   C. self esteem
   D. cooperativeness

4. Writing a business message with a positive tone requires the writer _____.
   I. to be confident
   II. to have sincerity
   III. to use bombastic words
   IV. to write at appropriate level of difficulty

   A. I, II & IV
   B. I, II & III
   C. II, III & IV
   D. All of the above

5. All of the following statements about email benefits are true EXCEPT _____.
   A. email privacy is guaranteed
   B. email creates an electronic paper trail
   C. email users can include several attachments
   D. email is useful to connect people who work in different time zones

Continued...

Question II: Fill in the blanks (10 marks)

Instructions: Read each question and choose the **BEST** answer from the options given below.

public communication	haptics	self-esteem	peer pressure	agenda
kinesics	paralanguage	verbal	self-confident	self-constructs
environmental factors	visual aid	inflexible	recommendations	negotiation

6. A _____ through its annual report is generally used by organisation to indicate the performance of its business.

7. Famous coffee places like Starbucks use brown and dark green colours with comfortable chairs to evoke relaxation. These _____ affect how we feel, speak and act while we enjoy our cup of coffee there.

8. If people admire us, flatter us, seek out our company and agree with us, we tend to increase our _____.

9. Infants who start crying after hearing someone speaks in a rough tone shows that they have begun to understand _____ long before they know what words actually mean.

10. Once sent, a written message cannot immediately be altered or amended, even if circumstances change or errors are discovered. That is why written communication is considered to be _____.

11. _____ people are admired by others. They face their fears head-on and tend to be risk takers, and they are typically satisfied with and respect themselves.

12. A meeting without _____ will become overly lengthy, inefficient and unfocused.

13. Being a spokesperson of an organisation, Rooney learned that it takes a lot of time, effort and patience to achieve common agreements in _____ process, especially when two different cultural backgrounds are involved.

14. The host of the famous TV programme is well known for his _____ or non-verbal communication when he is often found approaching the audiences to pick lint off their sweaters, fix crooked ties and pat down a flyaway hair in the middle of his programme.

15. Based on the information presented in the Findings and Conclusions of a report, one needs to make _____ but not to make decisions for actions.

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Question III: True/False Questions (15 marks)

Instructions: Based on the statements given below, write (T) if the statement is TRUE and (F) if the statement is FALSE.

16. Abbreviations and contractions are not allowed in email.

17. In a résumé, you are encouraged to provide information on your personal interests, marital status, and health.

18. Setting reminders of meetings on your mobile phone is an example of interpersonal communication.

19. You should always use slang and clichés when speaking to someone whose first language is different from yours.

20. To improve readability in short business messages, a writer should add headings and subheadings.

21. Touching or handshaking demonstrates status and power.

22. People are born with self-confidence and self-esteem.

23. When conducting and attending meetings, the chairperson should encourage participation by taking the attendance.

24. A résumé must contain list of job titles and duties in the previous workplaces.

25. When a receptionist picks up a call, greets and identifies the company, she is trying to make sure that there is no miscommunication between her and the caller.

26. An international student faces psychological noise in communicating with many of his Malaysian classmates due to racial origins, traditions and social class.

27. Silence can communicate powerful messages like signaling that we are angry to others when we ignore them.

28. You must always use "reply to all" when you respond to an email message that has multiple recipients.

29. Written communication is well-known for including unnecessary information and being undependable.

30. Bob applied for a position as a Sales Representative and stated that his qualifications make him "an excellent applicant for the position". Phrases such as this show that Bob has used the wrong tone and sounded over-confident.

SECTION B [15 MARKS]
Instructions: Read the following case study and answer all questions.

Hotel Supervisor:	Good afternoon. Welcome to the Grand City Hotel. How may I help you?
Allen:	I have a reservation for today. It's under the name of Hannighan.
Hotel Supervisor:	Can you please spell that for me, sir?
Allen:	Sure. H-A-N...
	(*suddenly the supervisor's assistant came up to the supervisor and talk to him for a while. After several seconds the assistant left*)
Hotel Supervisor:	I'm sorry sir, could you please repeat that?
Allen:	It's H-A-N-N-I-G-H-A-N
Hotel Supervisor:	Yes, Mr. Hannighan, we've reserved a double room for you with a view of the ocean for two nights. Is that correct?
Allen:	Yes, it is. (*nodding his head in agreement*)
Hotel Supervisor:	Excellent. We already have your credit card information on file. If you'll just…
	(*At that moment, Allen's mobile phone rang. Allen spoke for a few second* – "I'm sorry…could you please say that again? I can't hear. The line is not good here..." (*that was all the Hotel Supervisor could hear before Allen hung up*)).
Allen:	Sorry, what was it that you said just now?
Hotel Supervisor:	You just need to sign the receipt here since we already have your credit card information.
Allen:	(*raising his eyebrows*) Whoa! Five hundred and ninety dollars a night!
Hotel Supervisor:	Yes, sir. We are a five-star hotel after all.
Allen:	(*signing the papers and handing them to Hotel Supervisor*) Well, fine. I'm here on business, so at least I'm staying on the company's money. Anyway, what's included in this cost?
Hotel Supervisor:	(*Receiving the papers and after checking everything is in order, handing them to his assistant. He put his thumb up to his assistant. The assistant nodded and understood what to do*) A full Continental buffet every morning, free airport shuttle service, and use of the hotel's safe are all included.
Allen:	So, what's not included in the price?
Hotel Supervisor:	Well, you will find a mini-bar in your room. Use of it will be charged

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	to your account. Also, the hotel provides room service, at an additional charge of course.
Allen:	Hmm. Okay, so which room am I in?
Hotel Supervisor:	Room 487. Here is your key. To get to your room, take the elevator on the right and go up to the fourth floor. Turn left once you exit the elevator and your room will be on the left hand side. A bellboy will bring your bags up shortly (*waving at the nearest bellboy*).
Allen:	(*with one thumb up)* Great. Thanks.
Hotel Supervisor:	Should you have any questions or requests, please dial '0' from your room. Also, there is internet available in the lobby 24 hours a day.
Allen:	Okay, and what is the check-out time?
Hotel Supervisor:	At midday, sir.
Allen:	Okay, thanks.
Hotel Supervisor:	My pleasure, sir. Have a wonderful stay at the Grand City Hotel.

Adapted from: Chand, D. (2016). Front office conversation. In *Dessy Indrianie*. Retrieved July 10, 2016, from http://missdeechiie.blogspot.my/2012/12/front-office-conversation.html

1. Wilbur Schramm (1954) proposed communication as a two-way circular communication between a sender and a receiver.
   Explain the impacts of communication as a two-way circular process based on the communication between Hotel Supervisor and Allen above. (2 marks)

2. Based on the communication between Allen Hannighan and Hotel Supervisor above,
   a. Draw Schramm (1954) interactional communication model. (2½ marks)
   b. Describe the above communication using the elements found in Schramm (1954) interactional communication model. (2½ marks)

3. Noise is defined as "distractions and interference in the communication that affect the accuracy, clarity or even the arrival of the message."
   Based on this definition:
   a. Identify the type(s) of noise and provide the example(s) of the noise that appears in the communication between Hotel Supervisor and Allen above. (2 marks)
   b. Discuss its effect on the communication between the two persons above based on Schramm Interactive Model. (3 marks)

4. Non-verbal communication can play five roles. What are the two roles that can be identified in the communication between Hotel Supervisor and Allen? (3 marks)

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SECTION C [15 MARKS]

Instructions: Read the situation below and complete the given task.

SITUATION:

Your company has engaged Trendy Structure (Malaysia) to renovate your new office space. You have requested Trendy Structure to install plaster ceiling, wall cabinets and new glass doors at a cost of RM50,000. Your company has agreed that the renovation work should be completed in four weeks. However, after more than a month, the renovation work is still incomplete. You have also noticed some problems with the renovation. Some of the installed cabinets were of a different colour. A few glass doors seem to have small cracks.

Due to these problems, you are making a formal complaint to the manager of Trendy Structure (Malaysia) to highlight the problems and the inconveniences caused by the delay of the renovation completion.

TASK:

Write a letter of complaint in about 150-200 words to Trendy Structure (Malaysia) for the unfortunate problems. You may include other necessary details. Use a fully-blocked layout with open punctuation.

End of page